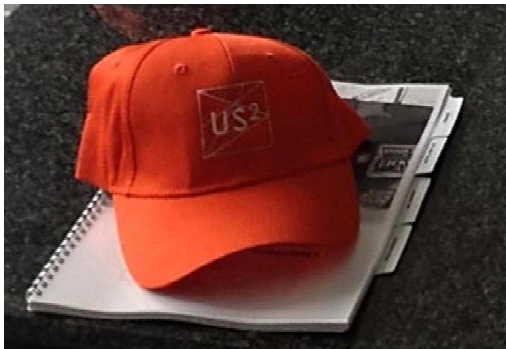


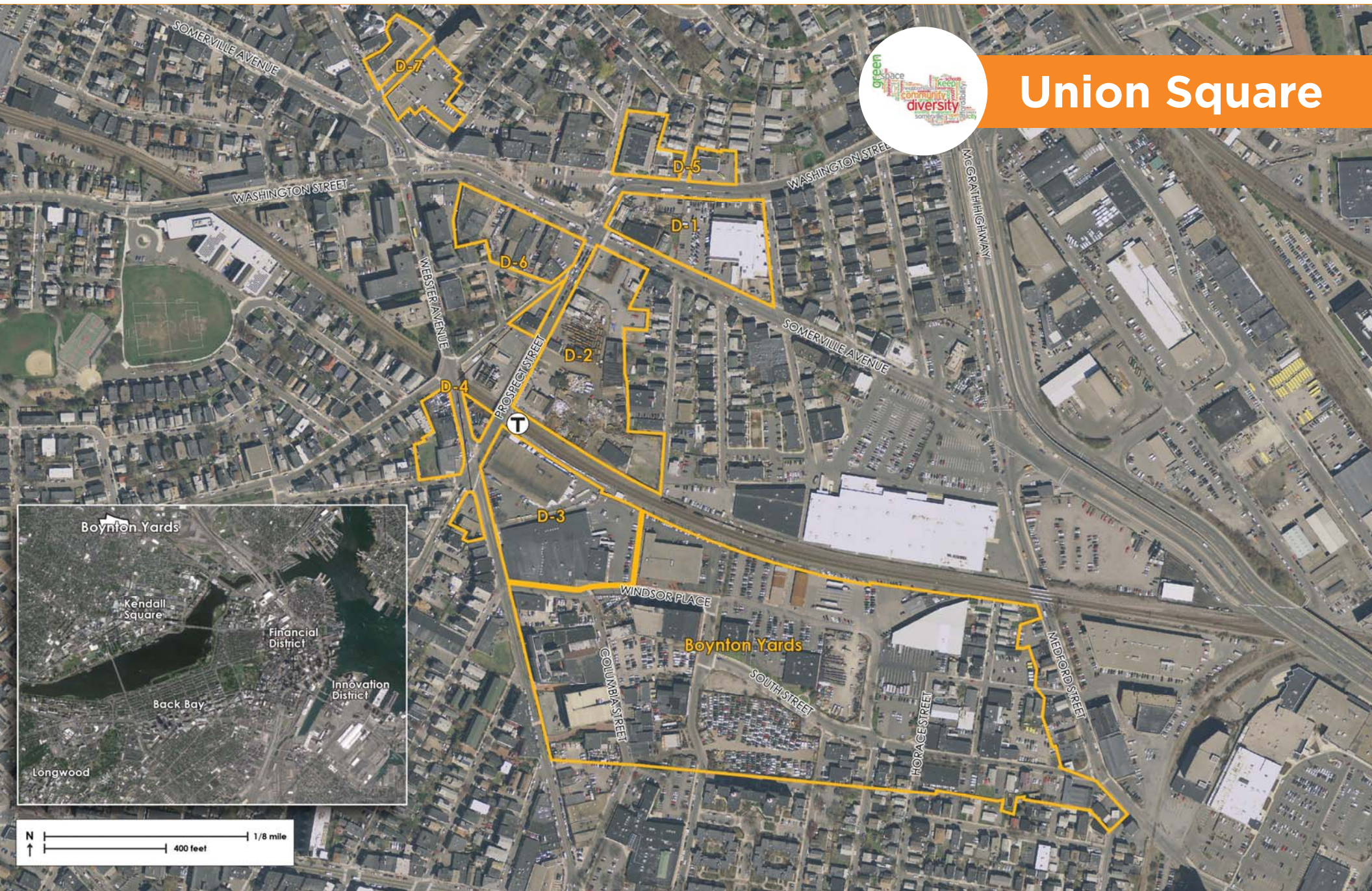


Union Square Discussion City of Somerville Delegation and US2 May 28, 2014 Chicago, IL



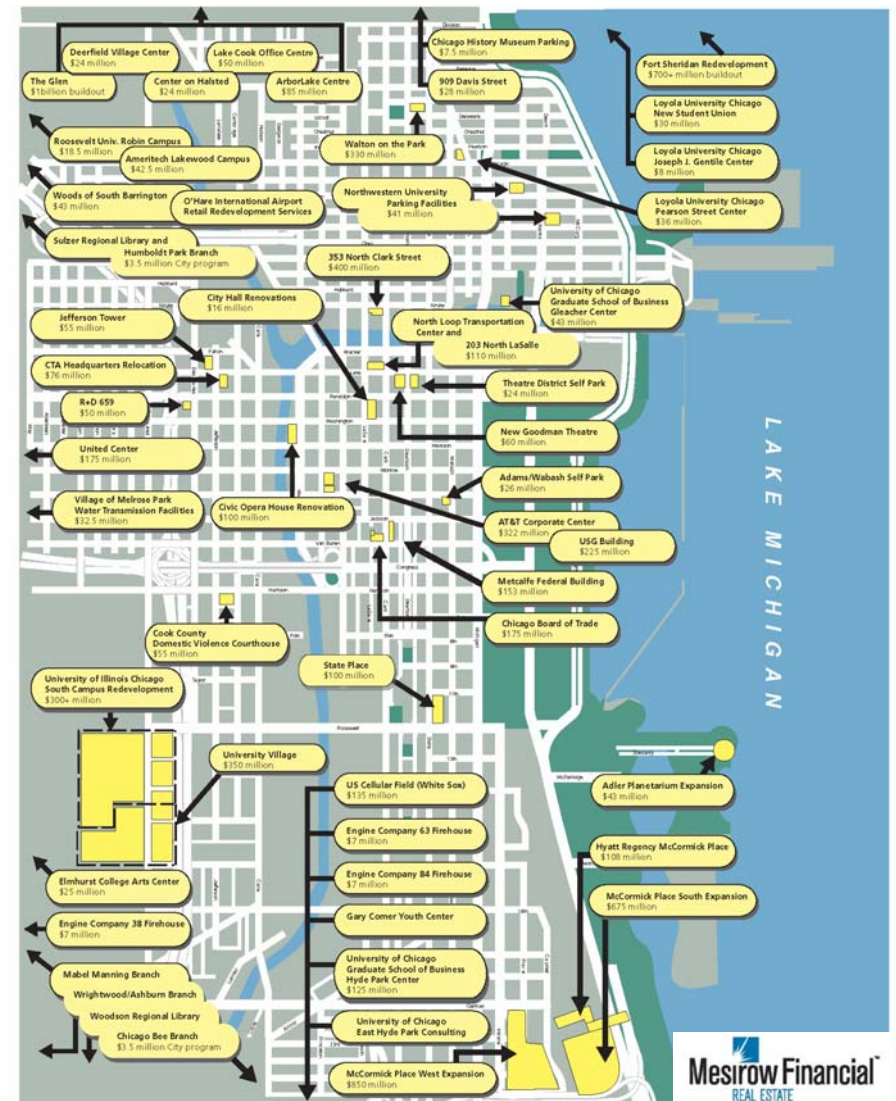


Union Square



Developer Experience

Breadth & Depth of Experience



Significant Infrastructure Experience



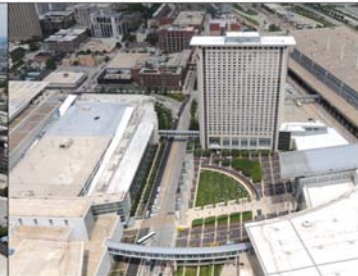
Glenview Naval Airstation
REDEVELOPMENT
1,100 ACRES



Fort Sheridan
REDEVELOPMENT
135 ACRES



McCormick Place
EXPANSIONS \$1.5B



Lakeshore East
28 ACRES



University Village
52 ACRES



Office Projects, Over 7.5 million SF

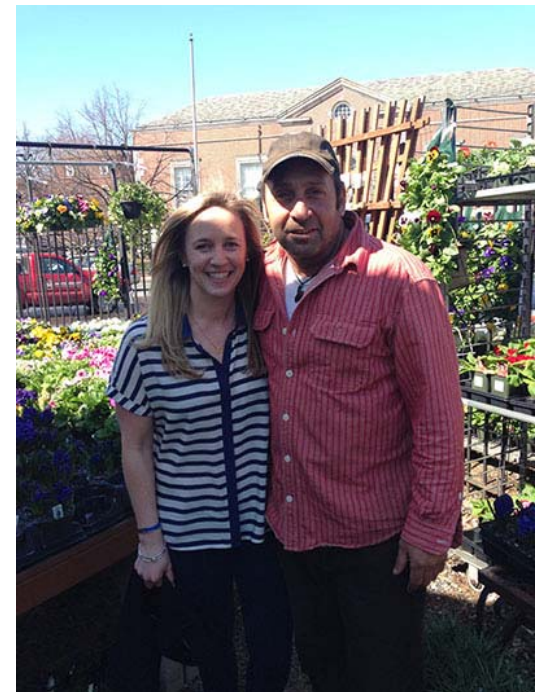


Community Engagement



We met with a wide range of Union Square Organizations and Businesses to Learn from Them

Angel's Nails | Artisan's Asylum | Block 11 | Brazilian Buffet | Brooklyn Boulders | Cambridge Innovation Center | Cantina Mexicana | Congress for New Urbanism | Design Annex | Ebi Sushi | El Porto | Elegant Furniture | Elegant Salon | Equity Partnership | Fringe Union | Greentown Labs | Groundwork Somerville | IBEW Local 103 | La International Foods | Maryanne Houston | Mass Challenge | Mass Clean Energy Center | Mid-nite Convenience | Old Precinct | P.A.'s Lounge | Reliable Market | Rick's Flower Shop | Ruby Rogers Clinic | Sally O'Briens | SCATV | Sherman Café & Market | Somerville Chamber of Commerce | Somerville Community Access Television | Somerville Community Corporation | Somerville Community Growing Center | Somerville Grooves | Somerville Homeless Coalition | Somerville Local First | Somerville Neighborhood Association | Somerville Transportation | Space with a Soul | STR & Edge Barber Shop | T3 Advisors | Teen Empowerment | The Independent | The Welcome Project | Union Square Main Streets | Union Square Pizzeria | Union Square Rising | VerbalCare | Workbar



From Mailers and Twitter to IVR Polls and Meet & Greet

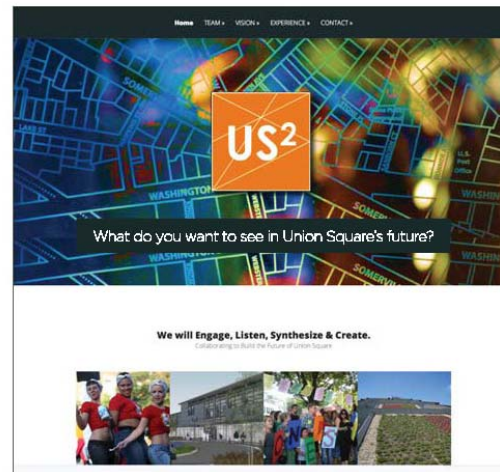
US2 has been busy in Union Square



Mailers sent to 2,000+ Union Square Households



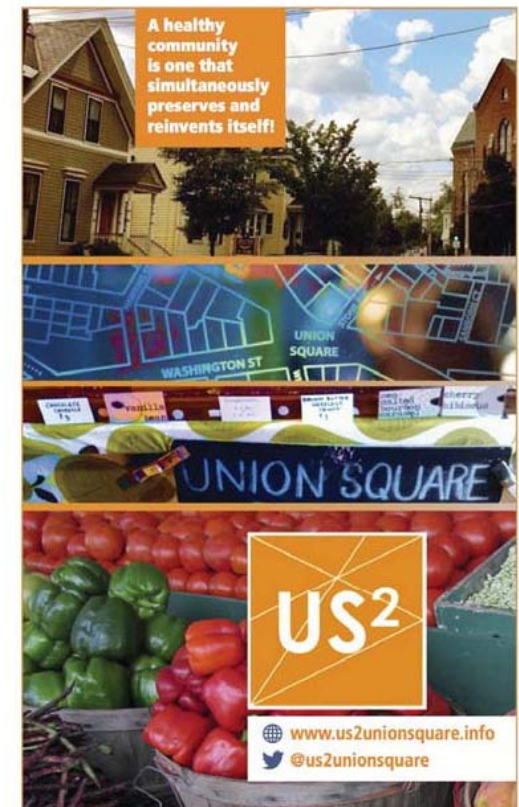
Meet & Greet for residents and businesses to meet US2 Team



US2 website
www.us2unionsquare.info



Twitter @us2unionsquare



Flyer
Handed out during Business Walk



GREENTOWN LABS

“We are excited about the energy that US2 is bringing to the opportunity to revitalize Union Square.”

**Emily L. Reichert, Ph.D.
CEO & Executive Director**







**MassChallenge
2014 Finalists**
#MCaccelerate14





UNION SQUARE

REVITALIZATION PLAN



Green Line Extension Project

WINTER 2014

Project Update

The Massachusetts Department of Transportation (MassDOT) is partnering with the Massachusetts Bay Transportation Authority (MBTA) to extend the Green Line from its current terminus at Lechmere Station in East Cambridge to Somerville and Medford. Bringing MBTA light rail service and improved mobility to these densely populated cities will address longstanding transportation inequities, result in fewer automobiles on local roads and help to combat greenhouse gas emissions and other components of air pollution.

The project is scheduled to be constructed in four overlapping phases from 2013 to 2019. Phase I construction work began in January 2013 to widen two rail bridges that will carry the new Green Line tracks.

Upcoming Milestones

Jan 2014	Advanced Preliminary Engineering Submitted to the MBTA
Mar/Apr 2014	Federal Funding Application
Summer 2014	Phase 2/2A Early Construction
Spring 2015	Federal Funding Agreement

MassDOT has approved funds needed to construct the first three stations along with the associated track, structures and infrastructure to make them operational. Stations will be opened in phases (see route and timetable on back).

In addition, MassDOT is working to complete an application to the Federal Transit Administration seeking funds for about half of the \$1.3 billion project; the Commonwealth would fund the other half.

www.mass.gov/greenglineextension

UNION SQUARE STATION

Union Square Station in Somerville will be located three blocks south of Somerville Avenue on Prospect Street, at the bridge over the MBTA Red Line commuter rail tracks. The station will have upper and lower plaza entrances, each with fare gates. Metal panel and glass curtain walls form the exterior skin, and a short canopy extends out over the upper entrance toward Prospect Street. The concourse and platform will extend south, toward Cambridge. The station has a flexible design to accommodate proposed nearby development.



Other Station Features

- Fully accessible, including fare collection turnstiles
- Accessible drop-off/pick-up area (off Bennett Street)
- Parking for 198 bicycles (B&B enclosed)
- New crosswalk at Webster and Prospect Streets
- Repaved Bennett Street with new sidewalk
- Bus connections
- Landscaping to buffer sight lines



REQUEST FOR QUALIFICATIONS FOR SELECTION OF A MASTER DEVELOPER PARTNER FOR CERTAIN UNION SQUARE DISPOSITION PARCELS

SOMERVILLE
REDEVELOPMENT
AUTHORITY

DECEMBER 5, 2013

RFQ #14-495RA

Regional Employment Center

**The Knowledge
Economy is the key to
making Union Square a
regional employment
center**

**Since 2010, High Tech
Jobs have outpaced
Nonfarm Jobs by**

4 to 1



Innovation Jobs



For every 1 innovation job added, 5 additional jobs are created



Manufacturing Jobs



For every 1 innovation job added, 1.7 additional jobs are created

1



**Attract
Innovation
Workers**



MILLENNIALS

80M People

**Majority of
Workforce by
2025**

2



**Create 24/7
Urban
Mixed-Use
Transit-
Oriented
Environment**



Mix of Uses & Public Realm



Curated Retail Experience

3



**Link to
Start-up
Companies,
Evolve
Innovation
Culture**



**Link to the world's
largest start-up
accelerator**

Events

**280 events annually
attract 12,000 attendees**

Alumni Office Space

**Best of the Best Start-ups
(1,600 became 128)**

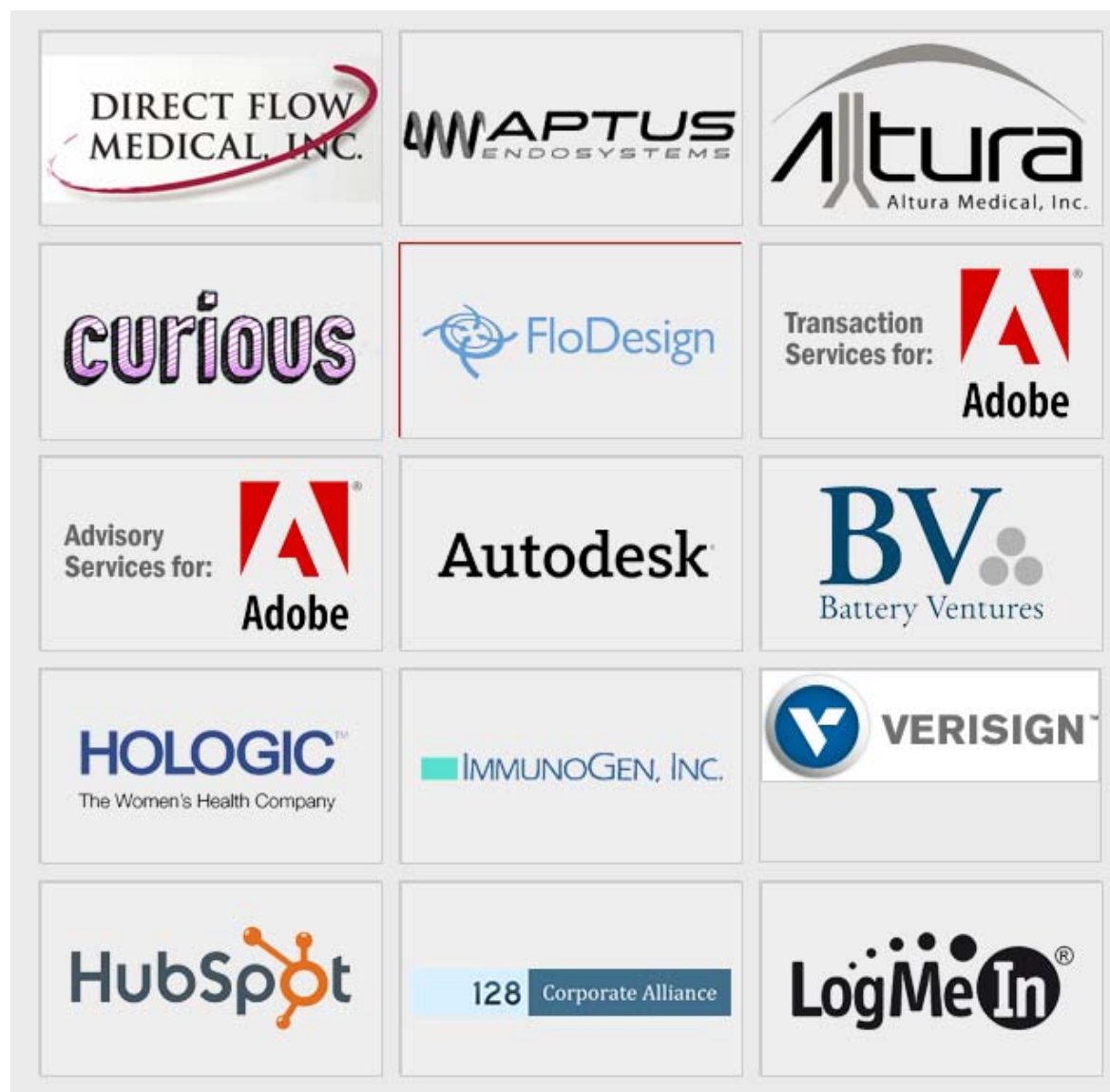


\$554M	funds raised
4,051	jobs created
\$358M	revenue generated



**Consult
with the
advisor**

Clients



4



**Build
creative
spaces**

**Immediately get
more knowledge
workers working in
Union Square**

Start here, grow here, stay here

7 Stages of an Entrepreneurial Business								
		1 Soloprenuer	2 Partnership	3 Steady Operation	4 Local Success Story	5 Managed Organization	6 Mature Company	7 Corporate Player
Company Attributes	Employees	1	2-4	5 - 10	11-25	26-100	101-200	201-500+
	Business Focus	Idea or Concept	Technology or Product Developed	Launch Early Sales	Scale Adoption	Mass Expansion	Strategic Growth	Return on Investment
	Likely Funding Sources	Founders Friends/Family	Friends/Family Angels Seed VCs	Angels Seed VCs	Angels Series A VC	Series A / B / C VC	VCs Public Market Private Shlder	Public Market Private Shlder
	Credit Quality	Poor	Poor to Fair	Fair	Fair to Good	Good to Very Good	Very Good to Excellent	Very Good to Excellent
Real Estate Needs	Space Requirements (SF)	200 SF	400 – 800 SF	1,000 – 2,000 SF	2,200 – 5,000 SF	5,200 – 20,000 SF	20,200 - 40,000 SF	40,200 – 100,000+ SF
	Space Format	Co-working Incubator	Co-working Incubator	Boutique Accelerator	Boutique Accelerator Professional	Boutique Professional	Professional	Professional
	Rent Range	\$350 - \$900 per month % equity	\$700 - \$3000 per month % equity	\$30 - \$42 PSF	B \$30 - \$42 PSF P \$46 - \$60 PSF	B \$30 - \$42 PSF P \$46 - \$60 PSF	\$46 - \$60 PSF	\$46 - \$60 PSF
	Lease Terms	Monthly	Monthly	Shorter term Expansion optn	Shorter term Expansion optn	Medium term Expansion optn	Med to Long term Expansion optn	Long term Expansion optn



Co-working

Incubator/
Accelerator

Boutique
Office

Professional
Office



Partner with a
co-working pro



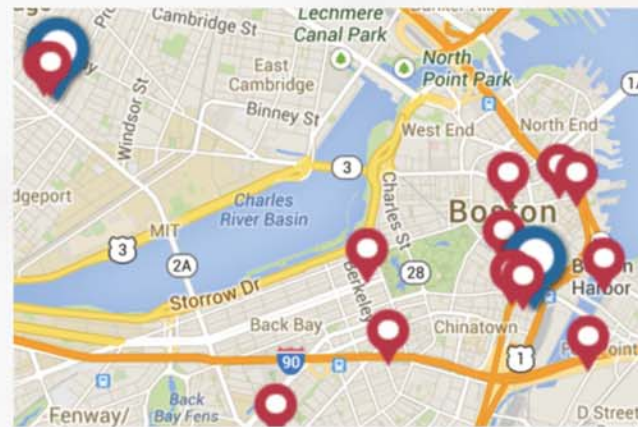
People-Centric Workspace Network

Hubs

Diverse
based of
member
activity

Boston
·WORKBAR·
Cambridge

Network



Location or
industry
focused
workspaces

Next HUB...
SOMERVILLE



Events



Members



Online

700+ Current Members



....entrepreneurs, freelancers, big-companies, new companies, marketers, technologists, designers, product managers, all figuring it out together

5



**Leverage
Development
to Create
Jobs and
Develop the
Workforce**

Local Jobs

- **Project jobs = priority to qualified residents**
- **Use local businesses for good and services**
- **Workforce participation program for locals, vets**

Workforce Development

- **Internships through Mayor's summer jobs program**
- **Technical assistance to emerging Somerville firms**
- **“Fast pay” program**
- **Education programs**

Early Activation

**Immediately activate
Union Square to
accelerate economic
growth, engage the
community and build
momentum for the
development.**

1. Engage, Build Momentum

Neighborhood Concierge Community Gathering Development Info / Marketing



1. Idea Center

1. Pop-Up Idea Center



2. Economic Development

Co-working Space for Start-ups Innovation Studio



2. Creative Spaces for Innovators

2. Ex Bldgs = Quickest Path

